

ABSTRACT OF THE DISCLOSURE

A communications system includes a facility that has a tracking system and a central control system. The tracking system tracks locations of users within the facility. Based on the locations of such users and their user profiles, targeted advertising information (and other types of information) may be presented on displays or other presentation devices in the proximity of each user. Also, user activity within the facility may be tracked, including purchases made by the users and visits to various retail outlets. Such information is collected, which can be used to update the profile the user or communicated to entities, such as retail entities, that are interested in the collected information. Also, to enable virtual visits to the facility, cameras are dispersed throughout the facility. A remote user can thus perform a virtual visit of the facility by viewing images collected by the cameras. Also, a remote user may choose to accompany a companion that is physically in the facility. The location of the companion may be tracked so that video images of the companion's environment may be collected and transmitted back to the remote user.

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